



America's Favorite Cigarette Break.

Benson & Hedges 100's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Regular: 15 mg "tar," 1.4 mg. nicotine,
Menthol: 22 mg "tar," 1.6 mg. nicotine,
av. per cigarette, FTC Report, Aug. '72.



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"Camper"
4/C Bl.
Time-4/23/73 BC
Newsweek-4/16/73
U.S. News & W.R.-10/15/73 BC
Sports Illustrated-4/9/73
Playboy-August '73
Qoi-August '73 BC
Wells, Rich, Greene, Inc.